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## **+18 Alert for Rainbow Themed Products**

Ministry of Commerce in Turkey: Sale of LGBTI and Rainbow-themed products without a +18 warning is illegal

The Advertising Board within the Ministry of Commerce decided that LGBTI + and rainbow-themed products should be offered for sale on e-commerce sites with the phrase +18.

In the news published in Cumhuriyet newspaper, in the article sent on the subject, it was stated that a large number of consumer applications were made to the Ministry that the products offered for sale on e-commerce sites, "LGBTI and rainbow themes, will especially negatively affect the development of children." .

In the article, it was stated that "promoting the aforementioned products without the age of +18 warning ... constitutes a violation of the legal regulations" and it was stated that it was decided to suspend advertisements against the person and organizations who offered them for sale without using this phrase.

In the letter sent with the signature of O?uz ?ahin, Deputy General Manager of Consumer Protection and Market Surveillance of the Ministry of Commerce, it was stated, "In this context, I would like to request your information about the e-commerce platforms, which are widely used by consumers throughout the country, to be sensitive about this issue and to take the aforementioned measures".

The article referred to the subparagraphs a and f of the first paragraph of Article 24 of the Commercial Advertising and Unfair Commercial Practices Regulation, which entered into force in 2015 regarding the taking of the said decision.